

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Smart Media Group, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Charles W. Herbster

Authorized committee:

Herbster for Nebraska

Agency requesting time (and contact information):

☐ N/A Smart Media Group

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor of Nebraska

Date of election:

May 10, 2023

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

James Houlihan

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐

the candidate listed above who is a legally qualified candidate, or

☒

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

#### Candidate/Committee/Agency

Signature:

Smart Media Group

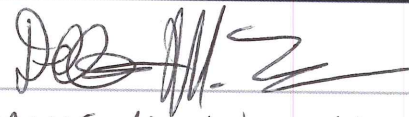
Digitally signed by Smart Media Group  
Date: 2021.10.25 12:21:15 -04'00'

Name: Smart Media Group

Date of Request to Purchase Ad Time: 12/15/21

#### Station Representative

Signature:



Name: DALLAS M. NAW-MARKET MANAGER

Date of Station Agreement to Sell Time: 12-15-21

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:

Name:

Date:

**TO BE COMPLETED BY STATION ONLY**Ad submitted to Station? ☒ Yes ☐ No Date ad received: 12-15-21**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): ☐ Yes ☐ No ☒ N/A

Disposition:

☒ Accepted☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*☐ Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 35555045 Station Call Letters: KGW-AM Date Received/Requested: 12-15-21

Est. #: Station Location: KEAUNEY, NE Run Start and End Dates: 12-16 to 12-31

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

CONT# 35555045 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO  
 TO KGFW-AM (Kearney, NE)  
 FM BRIAN DONLEY  
 OFF PHILADELPHIA  
 AGY Katz Media Group  
 ADDR 125 West 55th Street 3rd Floor  
 New York, NY 10019

DDS CONT# 0  
 C/P/E: NA / NA / D15D21

SALESPERSON FAX#

PH #

BYR Helen Hanratty1  
 ADV CHARLES HERBSTER FOR GOVERNOR  
 PDT Herbster for Gov  
 FLT Dec 15, 21 - Dec 31, 21

\* REP ORDER COMMENT \*

\*\* 12/15/2021 11:07:00 AM: DEL RAY/SMART MEDIA/DEL CIELO: THIS ORDER WAS PAID TO KATZ CIA VIA CREDIT CARD - WHEN AN AGENCY PAYS KATZ MEDIA VIA CREDIT CARD, THERE IS A CUSTOMARY CREDIT CARD CHARGE ASSOCIATED WITH THE PAYMENT WHICH WILL BE CHARGED BACK TO THE STATIONS. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY WITH ALL POLITICAL/ISSUE ORDERS. PLEASE CONFIRM IN THE SYSTEM.

\*\* 12/15/2021 11:07:00 AM: THIS IS A KATZ MEDIA GROUP ORDER. ALL BILLING SHOULD BE SENT TO KATZ MEDIA GROUP 125 W 55TH ST./NY,NY 10019. KATZ MEDIA GROUP IS NOT LIABLE FOR PAYMENT.

\*\* 12/15/2021 11:07:00 AM: THIS IS A NEW ISSUE/POLITICAL ORDER. PLEASE NOTE THERE IS A 24 HOUR CANCELLATION POLICY ON ALL ISSUE/POLITICAL ORDERS. PLEASE CONFIRM WITH ANGELA.HOMAN@KATZMEDIA.COM OR CALL 215-557-4230. THANK YOU!

MC	LN	DAYS	TIME	LEN	EFFECTIVE DATES	# OF Day	NPD	RATE	TOT SPTS
		<b>FLIGHT 1</b>							
	1.1	...T...	6A - 10A	30	12/16/2021 - 12/16/2021	1D	1	\$65.00	1
					** FLIGHT TOTALS **		1	\$65.00	
		<b>FLIGHT 2</b>							
	2.1	....F..	6A - 10A	30	12/17/2021 - 12/17/2021	1D	1	\$65.00	1
	2.2	....F..	10A - 3P	30	12/17/2021 - 12/17/2021	1D	2	\$65.00	2
	2.3	....F..	3P - 7P	30	12/17/2021 - 12/17/2021	1D	1	\$65.00	1
					** FLIGHT TOTALS **		4	\$260.00	
		<b>FLIGHT 3</b>							
	3.1	M.....	6A - 10A	30	12/20/2021 - 12/20/2021	1D	1	\$65.00	1
	3.2	M.....	3P - 7P	30	12/20/2021 - 12/20/2021	1D	1	\$65.00	1
					** FLIGHT TOTALS **		2	\$130.00	
		<b>FLIGHT 4</b>							
	4.1	.T.....	6A - 10A	30	12/21/2021 - 12/21/2021	1D	1	\$65.00	1
	4.2	.T.....	10A - 3P	30	12/21/2021 - 12/21/2021	1D	2	\$65.00	2
	4.3	.T.....	3P - 7P	30	12/21/2021 - 12/21/2021	1D	1	\$65.00	1



CONT# 35555045 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO

DDS CONT# 0  
 C/P/E: NA / NA / D15D21

			** FLIGHT TOTALS **			4	\$260.00	
<b>FLIGHT 5</b>								
5.1	..W....	6A - 10A	30	12/22/2021 - 12/22/2021	1D	1	\$65.00	1
5.2	..W....	10A - 3P	30	12/22/2021 - 12/22/2021	1D	3	\$65.00	3
5.3	..W....	3P - 7P	30	12/22/2021 - 12/22/2021	1D	1	\$65.00	1
			** FLIGHT TOTALS **			5	\$325.00	
<b>FLIGHT 6</b>								
6.1	...T...	6A - 10A	30	12/23/2021 - 12/23/2021	1D	2	\$65.00	2
6.2	...T...	10A - 3P	30	12/23/2021 - 12/23/2021	1D	3	\$65.00	3
6.3	...T...	3P - 7P	30	12/23/2021 - 12/23/2021	1D	2	\$65.00	2
			** FLIGHT TOTALS **			7	\$455.00	
<b>FLIGHT 7</b>								
7.1	M.....	6A - 10A	30	12/27/2021 - 12/27/2021	1D	1	\$65.00	1
7.2	M.....	10A - 3P	30	12/27/2021 - 12/27/2021	1D	2	\$65.00	2
7.3	M.....	3P - 7P	30	12/27/2021 - 12/27/2021	1D	1	\$65.00	1
			** FLIGHT TOTALS **			4	\$260.00	
<b>FLIGHT 8</b>								
8.1	.T.....	6A - 10A	30	12/28/2021 - 12/28/2021	1D	1	\$65.00	1
8.2	.T.....	10A - 3P	30	12/28/2021 - 12/28/2021	1D	2	\$65.00	2
8.3	.T.....	3P - 7P	30	12/28/2021 - 12/28/2021	1D	2	\$65.00	2
			** FLIGHT TOTALS **			5	\$325.00	
<b>FLIGHT 9</b>								
9.1	..W....	6A - 10A	30	12/29/2021 - 12/29/2021	1D	2	\$65.00	2
9.2	..W....	10A - 3P	30	12/29/2021 - 12/29/2021	1D	2	\$65.00	2
9.3	..W....	3P - 7P	30	12/29/2021 - 12/29/2021	1D	2	\$65.00	2
			** FLIGHT TOTALS **			6	\$390.00	
<b>FLIGHT 10</b>								
10.1	...T...	6A - 10A	30	12/30/2021 - 12/30/2021	1D	2	\$65.00	2
10.2	...T...	10A - 3P	30	12/30/2021 - 12/30/2021	1D	2	\$65.00	2
10.3	...T...	3P - 7P	30	12/30/2021 - 12/30/2021	1D	2	\$65.00	2
			** FLIGHT TOTALS **			6	\$390.00	
<b>FLIGHT 11</b>								

Dec 15, 21  
 CONT# 35555045 Mod# Ver# 1 (Last = )  
 REP CHRISTAL RADIO

DDS CONT# 0  
 C/P/E: NA / NA / D15D21

11.1	....F..	6A - 10A	30	12/31/2021 - 12/31/2021	1D	2	\$65.00	2
11.2	....F..	10A - 3P	30	12/31/2021 - 12/31/2021	1D	2	\$65.00	2
11.3	....F..	3P - 7P	30	12/31/2021 - 12/31/2021	1D	2	\$65.00	2
** FLIGHT TOTALS **						6	\$390.00	

	Dec 21	Jan 22					
SPOTS	23	27					
CASH	1495.00	1755.00					
TRADE	0.00	0.00					
NSL	0.00	0.00					
TOTAL	1495.00	1755.00					

							TOTAL
SPOTS							50
CASH							3,250.00
TRADE							0.00
NSL							0.00
TOTAL							3,250.00

**\*\* Competitive Comments \*\***

SVC:  
 Demo Adults 35+

Nondiscrimination -Paragraphs 49 and 50 of the United States Federal Communications Commission's Report and Order No. 07-217 provides that broadcast stations' advertising contracts will not discriminate on the basis of race or ethnicity, and must contain nondiscrimination clauses. Consistent with this order, Katz Communications, Inc. (including any subsidiary or division of Katz) does not discriminate in any broadcast advertising contract on the basis of race or ethnicity and evaluates, negotiates and completes its broadcast advertising contracts without regard to race or ethnicity.

# Sales Order

Station: KGFW-AM Contract#: 43515 Agency: KATZ MEDIA GROUP (3RD FLR)  
 Contract Name: herbster for gov D15D21 kgfw Address: 125 W 55TH STREET, 3RD FLR  
 Proposal#: 6CBA2FA9-0E20-4E5B-9E9A-4F1C586B5A41 City: NEW YORK State: NY Zip: 10019  
 Start Date: 12/15/21 End Date: 1/04/22 Buyer: \_\_\_\_\_  
 Revenue Type: National Type: Cash Tax Schedule: \_\_\_\_\_ (None)  
 Advertiser: CHARLES HERBSTER FOR GOV Agency Commission %: 15  
 Address: \_\_\_\_\_ Billing Cycle: Standard  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Salesperson: CHRISTAL Comm %: 0  
 Product Name: Herbster for Gov Makegood Policy: Within Contract Dates  
 Estimate #: D15D21  
 Agency Client Code: NA  
 Competitive Code: Political-State

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	12/15/21	12/21/21		6:00 AM	10:00 AM	30	1	1		1	1			4	D	65.00	4	260.00	3	
2	12/15/21	12/21/21		10:00 AM	3:00 PM	30		2			2			4	D	65.00	4	260.00	3	
3	12/15/21	12/21/21		3:00 PM	7:00 PM	30	1	1			1			3	D	65.00	3	195.00	3	
4	12/22/21	12/28/21		6:00 AM	10:00 AM	30	1	1	1	2				5	D	65.00	5	325.00	3	
5	12/22/21	12/28/21		10:00 AM	3:00 PM	30	2	2	3	3				10	D	65.00	10	650.00	3	
6	12/22/21	12/28/21		3:00 PM	7:00 PM	30	1	2	1	2				6	D	65.00	6	390.00	3	
7	12/29/21	1/04/22		6:00 AM	10:00 AM	30			2	2	2			6	D	65.00	6	390.00	3	
8	12/29/21	1/04/22		10:00 AM	3:00 PM	30			2	2	2			6	D	65.00	6	390.00	3	
9	12/29/21	1/04/22		3:00 PM	7:00 PM	30			2	2	2			6	D	65.00	6	390.00	3	

## Billing Projections: By Month

	Dec 21	Jan 22
CA	3,250.00	0.00
ST	1,495.00	1,755.00

☒ Print Spot Prices

TOTAL SPOTS ..... 50  
 GROSS TOTAL \$ ..... 3,250.00  
 ADJUSTED SPOTS ..... 50  
 ADJUSTED TOTAL \$ ..... 3,250.00

APPROVE DECLINE

☒ ☐ 5555bcam, 12/15/21 @11:36AM  
☐ ☐ Business Manager  
☐ ☐ National Sales Manager  
☐ ☐ Traffic Manager